

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANTS: Brett Error et al.  
SERIAL NO: 10/608,442  
FILING DATE: June 26, 2003  
TITLE: Custom Event and Attribute Generation For Use in Website  
Traffic Data Collection  
EXAMINER: Bob R. Chumpitaz  
ART UNIT: 4115  
ATTY. DKT. NO.: OMN7133

MAIL STOP AMENDMENT  
COMMISSIONER FOR PATENTS  
P.O. BOX 1450  
ALEXANDRIA, VA 22313-1450

**AMENDMENT B (RESUBMITTED)**

SIR:

This Amendment A is being resubmitted in response to the Notice of Non-Compliant Amendment dated July 23, 2009.

The following amendments and remarks are in response to the Final Office Action dated March 4, 2009.